



District 74
September 2025
District council
Meeting

Cabinet Reports

Table of Contents

Cabinet Reports

- Program Quality Director
- Club Growth Director
- Public Relations Manager
- Administration Manager
- Financial Manager
- Logistics Manager
- Immediate Past District Director



Program Quality Director Annual Report for District Council – September 2025

Submitted by	Bryton Masiye, DTM
Portfolio	Program Quality

1. Overview

The office of the Program Quality Director (PQD) exists to ensure that District 74 delivers excellence through member training, education, contests, and conferences. Its purpose is to support clubs and members in achieving quality, sustainable growth and recognition.

For the 2025/2026 Toastmasters year, our goals are:

- To ensure that at least **70% of all clubs attain Distinguished status** by 30 June 2026.
- To deliver a **successful and financially sustainable District Conference in May 2026**.
- To run a **fair and high-quality contest cycle**, starting at club level, progressing through areas and divisions, and culminating at the District level.

These priorities remain at the heart of every initiative during the reporting period.

2. Structure of the Office

The PQD office is composed of an experienced, competent, and committed team entrusted with delivering a Quality District:

- **Program Quality Director:** Bryton Masiye, DTM
- **TLI Chair:** Pamela Msibi
- **Conference Convenor:** Yonela Motloun, DTM
- **Chief Judge:** Elaine O’Gorman, DTM

- **Club Fitness Reward Coordinator:** Michael Shackleton, DTM

This capable leadership team is collaborating effectively to ensure the District's strategic goals are realised.

3. Highlights of the Golden Quarter

Training and capacity-building are the cornerstones of a quality district. Trained leaders are a beacon on our path to success, and July–August has laid a solid foundation for the rest of the Toastmasters year.

Training Achievements:

- **86% of District leaders** were trained in the mandatory onboarding sessions.
- **More than 560 Club Officers** (representing over 85% of clubs) were trained during the first round of Club Officer Training.
- Of the **95 clubs trained**, **32 achieved a full house of 7 officers trained**. Our goal is to match or exceed this in the second round of training scheduled to start in November.

Club Success Plans (CSPs):

- Out of 110 active clubs, **93 submitted complete CSPs**.
- The remaining **17 plans** are expected by the **30 September deadline**. These plans remain the roadmap to achieving Distinguished status.

Pathways Engagement:

- **92 clubs** (84% of active clubs) now have **over 75% of members enrolled on Pathways**.
- Monthly onboarding workshops will begin in September to help the remaining 18 clubs reach this threshold, ensuring active engagement and high-quality club meetings.

Conference 2026 – ThriveCon:

- The upcoming District Conference has been launched as **ThriveCon**, to be hosted in **Maseru, Lesotho, in May 2026**.
- A vibrant online community group has been launched, and updates are being shared on the dedicated conference webpage: <https://toastmasters74.org/thrivecon/>.
- Close to **50 participants have already registered and paid deposits**, demonstrating strong early commitment.

Speech Contests:

- The Chief Judge, DTM Elaine O’Gorman, has assembled a planning team and developed resources to ensure a **fair, high-quality contest cycle**. These resources are available on our webpage: <https://toastmasters74.org/speech-contests/>.

Celebrated Milestones:

Outcomes are normally a positive confirmation of claimed progress. During the first two months of the year, the following celebratory milestones were witnessed:

- **2 new DTMs** were awarded: DTM Segametse and DTM Mojabeng Tigele.
- **3 Triple Crown achievers**: Phemo O. Kgosi, Moegamat, and Tofa Gerben van Niekerk.
- **32 clubs** achieved **7/7 Club Officer Training award**.
- **45 clubs** submitted **early CSPs** (by 15 August).
- **10 members** have completed the **Powerful Personal Progress award** (2 or more Pathways levels by November).
- **Bloemfontein Toastmasters Club** leads in the Pathways Education Program, with **8 level completions**, setting the pace for other clubs.
- **Area F2** recorded the **highest educational completions (10 levels)**.
- **Division F** leads overall with **30 level completions**.

4. Challenges

While progress has been strong, the following challenges were observed:

1. **Untrained Officers**: A minority of club officers have not attended training despite multiple reminders. The Quality Office will continue to engage these officers through Division and Area Directors to address the gaps and possible hindrance reasons for these officers.
2. **Outstanding CSPs**: Seventeen CSPs remain unsubmitted. Workshops are planned before the 30 September deadline to assist challenged excos to ensure compliance.
3. **Cross-Border Payments**: The Conference team continues to face challenges with payments across borders. Innovative solutions, including localised collection points and online payment gateways, are being explored. Clubs are also encouraged to explore **fundraising initiatives such as Speechcraft programs** to ensure broad representation at the conference.

5. Conclusion

The Golden Quarter has been both productive and inspiring, establishing a **strong launch platform** for the remainder of the Toastmasters year. Despite minor challenges, the District has achieved significant milestones in training, club planning, Pathways engagement, conference and contest preparations.

The Quality Office is confident that with continued commitment, collaboration, and innovation, District 74 will achieve its strategic goals, culminating in a **Distinguished and Excellent District by June 2026**.



Club Growth Report

District 74

Prepared by: Club Growth Director – Devin Pearson, DTM
Reporting Period: September 2025

Table of Contents

<i>Club Growth Report.....</i>	<i>1</i>
<i>1. Executive Summary.....</i>	<i>2</i>
<i>2. Club Growth Overview</i>	<i>2</i>
<i>3. New Clubs Chartered.....</i>	<i>2</i>
<i>4. Clubs in Progress.....</i>	<i>2</i>
<i>5. Club Health Snapshot.....</i>	<i>3</i>
<i>6. Growth Incentives & Recognition</i>	<i>3</i>
<i>7. Speechcraft & Youth Leadership.....</i>	<i>4</i>
<i>8. Marketing & Digital Growth.....</i>	<i>4</i>
<i>9. Key Action Items & Next Steps</i>	<i>4</i>
<i>10. Conclusion</i>	<i>4</i>

1. Executive Summary

District 74 is on a strong trajectory toward achieving 8% club growth despite several club closures and challenging membership trends. While some charters have been delayed, the overall pipeline remains robust, supported by targeted incentives, enhanced website visibility, and strategic member lead tracking.

2. Club Growth Overview

- Targeted Growth: 8% net growth for the Toastmasters year
- Clubs Chartered: 3 new clubs successfully launched
- Clubs in Progress: 25+ active prospects across multiple divisions
- Golden Quarter Goal: 9 new charters aimed, some delayed to Oct/Nov
- Projected Outcome: On track to meet overall growth objectives

Club Numbers Summary

Base	To Date	Target
108	110 (+1)	117

Payment Numbers

Base	To Date	Target
4174	629	4479

Payments are on track to reach our targets.

3. New Clubs Chartered

Club Name	Location/Division	Charter Date
Ballito Toastmasters Club	D1	23/07/25
Mphatlalatsane Toastmasters	F1	06/07/25
IDC Lion Pride	E3	pending

4. Clubs in Progress

We currently have 25+ active prospective clubs at varying stages of chartering:

- Corporate Clubs:

Impact, Santam (1 & 2), Toyota, Vodacom Lesotho, Gallagher Foundation, Sanlam Namibia, Capitec Stellenbosch, Reckitt Revival, PMI Botswana, Standard Bank Lesotho, Absa Bank, Forvis Mazars, PwC, Telesure, Mercedes, Mutualite, Umgeni Water

- Community & Academic Clubs:

Rustenburg, Gibbs, Merchants Academy, Potchefstroom University, Mahikeng Leaders, Botswana Internal Revenue Service, SA Radio & Astronomy Observatory

5. Club Health Snapshot

We are actively monitoring 16 at-risk clubs:

- 6 clubs are at high risk of closure
- 10 clubs have dangerously low membership

Club coaching appointments remain critical to recovery.

Division	Members	Clubs	20+ Members	14–19	10–13	8-9	<8
A	382	17	9	3	2	2	1
B	300	16	8	3	4	1	2
C	408	22	10	6	4	2	0
D	268	17	4	5	6	2	0
E	418	22	8	3	6	2	3
F	318	17	10	5	1	1	0

6. Growth Incentives & Recognition

- Member-Building Incentives:
 - Super Five / Ten / Fifteen Member Sponsor Rewards
 - Smedley Award
- Retention Incentives:
 - Treasurer's Excellence Rewards (Sept & Apr)
 - Retention Rewards (Sept & Apr)
 - Champion Club Growth Award
 - Talk Up Toastmasters
 - Beat the Clock
- Club-Building Incentives:
 - Golden New Club Sponsor Reward
 - Golden Area Award

More details: <https://toastmasters74.org/incentives/>

7. Speechcraft & Youth Leadership

- Speechcraft Initiatives:
 - VetSpeak Program — partnered with Hills to bring Speechcraft to veterinarians, improving client communications and creating exposure to Toastmasters.
- Youth Leadership:
 - Simplified Youth Leadership Packs to help clubs initiate youth programs.
 - Designed to equip communities with leadership and communication skills.

8. Marketing & Digital Growth

- Website Enhancements:
 - Revamped district website for better knowledge sharing and member engagement.
 - Increased organic traffic and visibility in search results.
 - Leads generated through 'Contact Us' forms are steadily rising.
- Lead Tracking & Conversion:
 - Centralised system for member leads from website + social media.
 - KPI monitoring in progress for conversion rates and campaign ROI.

9. Key Action Items & Next Steps

Priority Area	Action	Owner	Timeline
High-risk Clubs	Appoint 6 coaches + intervention plan	CGD Team	Next 30 days
Club Chartering	Fast-track 5 delayed charters	CGD Team	Next 60 days
Lead Conversion	reporting dashboards	PR + CGD	Ongoing
Incentives Awareness	Promote rewards to clubs & areas	PR Team	Immediate
Website Optimization	Launch member-focused landing pages	Web Team	Q4 Launch

10. Conclusion

District 74 is making significant strides toward club growth and member engagement. By focusing on fast-tracking charters, strengthening vulnerable clubs, and improving lead conversion, we remain confident in achieving our 8% growth target for the Toastmasters year.



Public Relations Manager Annual Report for District Council – September 2025

Submitted by	Leya Musunga
Portfolio	Public Relations

Overview

As the District's Public Relations Manager (PRM), I am responsible for coordinating a dynamic public relations and publicity program across the district. My role focuses on establishing and maintaining effective communication channels between the district and its clubs, as well as with the public.

The goal is to increase awareness and visibility of Toastmasters through local news outlets and social media platforms. In addition, I provide training and support to Club Vice Presidents Public Relations (VPPRs) in District 74, equipping them with the tools and strategies needed to promote their clubs successfully.

Website

We are excited to share that our website has been refreshed with new resources now available to support our members and clubs. Among the highlights, we have officially launched our PR Toolkit which includes some **Canva templates** designed to make promotion and communication easier than ever. Be sure to visit the website and explore the resources created to help you save time, stay consistent, and amplify your club's visibility. In **August** site saw **1400 new users** on the site.

Facebook Group Engagement

The District's official Facebook group is now open for members to share posters/updates from their weekly club meetings. With a following of more than 9,000 members, the group provides an ideal platform to highlight club activities, achievements, and milestones.

To ensure consistency and professionalism, all shared content must comply with Toastmasters' branding standards. Posts are reviewed by the administrators, and only brand-compliant submissions are approved for publication.

This initiative is aimed at increasing visibility, fostering engagement, and strengthening the sense of community across clubs.

July 1 to 31 Aug

Post	Reaction	Viewed
286	Increased by 8000%	24,299

Facebook Page Engagement

We have gradually begun engaging with our external audience through the District's official Facebook page. This platform serves as a key channel for raising awareness of Toastmasters beyond our membership base, while also showcasing the impact of our clubs and leaders.

Content shared on the page is designed to inform, inspire, and attract prospective members, as well as strengthen our visibility within the wider community. This marks the beginning of a more focused strategy to grow our online presence and extend the reach of our public relations efforts.

July 1 to 31 Aug

Post	Interactions	Viewed
50	Increased by 43%	20,288

LinkedIn Growth

At the start of the Toastmasters year, one of our primary goals was to grow the District's LinkedIn presence. Following the realignment, we had to create a new LinkedIn page and begin building our audience from the ground up.

We are excited to report tremendous growth over the past 60 days, reflecting both the strength of our content strategy and the engagement of our members and external audience. This platform is quickly becoming a valuable space to showcase leadership stories, highlight club achievements, and position Toastmasters as a hub for personal and professional development.

July 1 to 31 Aug

Followers	Reactions	Impressions
Increased by 691%	Increased by 5933%	21,824

Instagram Growth

Our Instagram presence has been growing steadily, providing a vibrant platform to showcase the energy, creativity, and achievements of our members and clubs. Through visually engaging content and consistent posting, we are steadily building a community that connects with both current members and prospective audiences.

This channel continues to strengthen our brand visibility and expand our reach, particularly among younger demographics who are highly active on Instagram.

July 1 to 31 Aug

Followers	Views
Increased by 2.3%	16,696

YouTube Channel

We have begun to gradually increase our activity on the District's YouTube channel by sharing

more content. This platform provides an opportunity to reach both members and external audiences through engaging video formats, including event highlights, training sessions, and storytelling content.

While still in the early stages, this initiative lays the foundation for consistent growth and long-term visibility. As we continue to build momentum, YouTube will serve as a valuable tool for education, promotion, and community engagement.

Achieving Excellence Magazine

The magazine was successfully relaunched in July, marking a new chapter in our district's communication efforts. As part of this relaunch, we had the privilege of collaborating with District 129 on a special edition dedicated to Aletta Rochat, celebrating her historic achievement.

Since the relaunch, the magazine has continued to gain traction, achieving an open rate of over **1,270** across the first three issues. This reflects the publication's growing impact as an engaging platform to inform, inspire, and connect members across the district and beyond.

Training - PR Lab Launch

In August, we successfully launched the PR Lab, with a two-part training series focused on Branding and Design. The aim of this initiative is to equip Club Vice Presidents Public Relations (VPPRs) and other members with the knowledge and tools to enhance their clubs' public image. In our first two sessions we included:

- Brand Alchemy (14 August, 6 PM SAT) – Exploring Toastmasters' unique identity and guiding clubs on how to craft a powerful and consistent brand presence.
- Canva Magic (21 August, 6 PM SAT) – Practical training on designing eye-catching, professional, and brand-compliant visuals efficiently.

The PR Lab attracted **160 participants** across both sessions, demonstrating strong interest and engagement. We trust that our brand ambassadors both current and future are now better equipped and empowered to promote their clubs with confidence and creativity.



Administration Manager Annual Report for District Council – September 2025

Submitted by	Estelle Engelbrecht
Portfolio	Administration Manager

Overview

Since July, the administration office has focused on ensuring accurate and timely documentation of District matters like the proxies, Club Success plans, Council Reports, Area Director club visit reports etc. This also includes managing minutes of District Executive Committee (DEC), Directorate and Cabinet meetings. This office aimed at supporting leaders, and shining a light of clarity on their responsibilities for the year. The priority has been to uphold transparency, consistency, and accessibility of information so that all members can stay informed and engaged with District activities.

Challenges

- **Time management:** Aligning with multiple leaders' schedules and deadlines has required careful coordination to ensure all documentation is delivered on time.
- **Technology and communication:** Navigating various platforms (Zoom, email, Google Drive, etc.) and ensuring smooth sharing of information presented occasional hurdles, and setting up of email inboxes.
- **Accuracy and detail:** Striking the balance between detailed record-keeping and providing clear, concise summaries has required extra attention to ensure information is both complete and usable. I have employed the use of Artificial Intelligence to aid in this regard with minimal editing.

Leadership skills developed in the role

- **Attention to detail:** Improved my ability to capture discussions accurately and present them in a professional, accessible manner.
- **Time management:** Strengthened my ability to prioritize tasks and meet deadlines despite competing demands.

- **Collaboration:** Enhanced communication with other District leaders, learning to adapt to different working styles. I have discovered finding the Why for each project is essential.
- **Accountability and responsibility:** Developed confidence in owning the integrity of District administration, a role essential for continuity and trust.

Closing Remarks

The first quarter has been an enriching experience, offering both challenges and growth. The role of Administration Manager has deepened my appreciation for the behind-the-scenes work that supports the District's success. I remain committed to accuracy, timeliness, and collaboration in the months ahead, ensuring our District continues to run smoothly and effectively, and doing my part so we can be a Smedley District by the end of my term.



(Finance Manager) Annual Report for District Council – September 2025

Submitted by	Matome Seabi
Portfolio	Finance Manager

Overview

The finance team commenced the year fully staffed, with a clear structure in place to manage financial operations effectively.

Challenges

A significant challenge encountered has been the delayed process of updating bank signatories. Currently, only the International President Designate (IPDD), District Director (DD), and Program Quality Director (PQD) have signing authority, which may impact operational efficiency, but it is been attended to and will be sorted by the time we seat for the District Council Meeting.

Leadership skills developed in the role

Serving in this role has provided valuable experience in team building and management. Key takeaways include:

- Practical implementation of team leadership within the finance team, comprising roles such as Claims Administrator, Asset Coordinator, Stock Custodian, and Cash Flow Management Coordinator.
- Effective collaboration with the Audit Committee Chair through bi-weekly catch-up sessions.

Closing Remarks

The district budget for the upcoming period is currently under development. This process involves reviewing submissions from Cabinet leaders and Division Directors, guided by the principles outlined in Protocol 8. Further updates will be provided as the budget finalizes.



Annual Report for District Council Logistic Manager – September 2025

Submitted by	Mojabeng Tigeli
Portfolio	Logistics manager

Overview

The key responsibilities for this role include, but not limited to:

- Setting up necessary equipment and resources required for District events.
- Assist the finance manager with putting together all District logistical budgets and claims from different Divisions.
- Keep track of all District property.
- Support the Cabinet in achieving the objectives on the District.

Key Activities

- Organize the District induction Dinner
- Ensure delivery of Area and Division Director Pins
- Track trophies
- Engrave trophies
- Support the Club Extension Team
- Support the Conference Team

Challenges

- Lack of financial resource
- Lack of previous records on trophies

Leadership skills developed in the role

At this stage it's dealing with frustration, hopefully it will change with time.

Closing Remarks

I wish to get to the stage where all cabinet functions can work as oversight and ensure optimum use of District resources, in the best interest of the members.

Wish to see the District grow to be financially sustainable again.



... > **2025 TM Financial Y...** > **2025 D0074 Audit** ▾ 📊

Type ▾	People ▾	Modified ▾	Source >
Name	↑		
🔍	*2025 D0074 Audit Related Info		
🔍	✓✓ 2024' 07 D0074 Finances		
🔍	✓✓ 2024' 08 D0074 Finances		
🔍	✓✓ 2024' 09 D0074 Finances		
🔍	✓✓ 2024' 10 D0074 Finances		
🔍	✓✓ 2024' 11 D0074 Finances		
🔍	✓✓ 2024' 12 D0074 Finances		
🔍	✓✓ 2025' 01 D0074 Finances		
🔍	✓✓ 2025' 02 D0074 Finances		
🔍	✓✓ 2025' 04 D0074 Finances		
🔍	✓ 2025' 03 D0074 Finances		
🔍	✓ 2025' 05 D0074 Finances		
🔍	00 Quarterly Reports sent to TI		
🔍	2025' 06 D0074 Finances		
🔍	Registers		
🔍	To Process		